

**Research Report  
No 252**



---

# ***ICT Access and Use Report on the Benchmark Survey***

---

*Research Surveys of Great Britain*

The Views expressed in this report are the authors' and do not necessarily reflect those of the Department for Education and Employment.

© Crown Copyright 2001. Published with the permission of DfEE on behalf of the Controller of Her Majesty's Stationery Office. Applications for reproduction should be made in writing to The Crown Copyright Unit, Her Majesty's Stationery Office, St Clements House, 2-16 Colegate, Norwich NR3 1BQ.

ISBN 1 84185 437 9  
January 2001

# TABLE OF CONTENTS

		Page no
<b>1</b>	<b>INTRODUCTION</b>	<b>1</b>
1.1	Background	1
1.2	Notes on the report	2
<b>2</b>	<b>SUMMARY</b>	<b>5</b>
2.1	Awareness of ICT media	5
2.2	Usage of ICT and ownership of media	5
2.3	Perceptions of the value of computer skills	5
2.4	Usage and barriers to use of computers and the Internet	6
2.5	Potential incentives to using computers or the Internet	7
<b>3</b>	<b>AWARENESS AND USE OF ICT MEDIA</b>	<b>9</b>
3.1	Awareness of ICT media	9
3.2	Use of ICT media	10
<b>4</b>	<b>PERCEPTIONS OF THE VALUE OF COMPUTER SKILLS</b>	<b>16</b>
<b>5</b>	<b>OWNERSHIP OF ICT MEDIA</b>	<b>19</b>
5.1	Change in ownership of ICT Media	19
5.2	Ownership of ICT Media – ACORN groups	21
5.3	Ownership of ICT media - Lone parents	23
5.4	Ownership of ICT media - Disabled groups	23
<b>6</b>	<b>USAGE AND BARRIERS TO USE OF COMPUTERS</b>	<b>25</b>
6.1	Frequency and purpose of use	25
6.2	Propensity to use computers in the future	26
6.3	Barriers to use	27
6.4	Incentives to use a computer	32
<b>7</b>	<b>USAGE AND BARRIERS TO USE OF THE INTERNET</b>	<b>34</b>
7.1	Frequency and purpose of use	34
7.2	Propensity to use the Internet in the future	37
7.3	Barriers to use	37
7.4	Incentives to use the Internet	41

# **TABLE OF CONTENTS**

		<b>Page no</b>
<b>8</b>	<b>SUMMARY OF ACORN GROUPS: USAGE OF AND ATTITUDES TO ICT MEDIA</b>	<b>45</b>
8.1	Council Estate Residents, Greatest Hardship (CEGHs)	45
8.2	Council Estate Residents, High Unemployment (CEHUs)	45
8.3	White Collar Workers, Better-Off Multi-Ethnic Areas (WCBMs)	46
8.4	New Home Owners, Mature Communities (NHMCs)	46
8.5	Prosperous Professionals, Metropolitan Areas (PPMAs)	46
8.6	Affluent Executives, Family Areas (AEFAs)	46
<b>9</b>	<b>APPENDIX A – ICT OMNIBUS QUESTIONNAIRE</b>	<b>1</b>
<b>10</b>	<b>APPENDIX B ACORN GROUPS LISTING</b>	<b>18</b>
<b>11</b>	<b>APPENDIX C SAMPLE PROFILE</b>	<b>21</b>

# 1 INTRODUCTION

## 1.1 Background

Among the new information technologies, access to the Internet has been the subject of considerable press and business attention.

The Observer of 20 February 2000 commented:

*“...the pace of change is electrifying. More than 25 million homes in Western Europe now have Internet access compared to just half that number a year earlier .... In the UK around 17 per cent of homes have Internet access. This will double in as little as two years.”*

The Observer of 12 March 2000 reported:

*“You wait for ages and then three arrive at once. Last week’s news that three Internet companies are to offer unlimited online access made front-page headlines and met with a warm welcome from Downing Street as a big step in its drive to ensure that we are all online within five years.”*

The Times of 7 March 2000 reported the Prime Minister as saying:

*“Universal Internet access is vital if we are not only to avoid social divisions over the new economy, but to create a knowledge economy of the future which is for everyone. ....We have to make sure that people are not excluded from this revolutionary technology.”*

More recently, the Guardian of 11 July, commented:

*“.....a digital divide has opened up between the poorest households and the better off. While the number of households with access to the Internet has doubled in 12 months to 6.5m - around one in four homes - levels of access vary greatly by income. As few as 3% of the poorer households are online, compared with 48% of the more affluent households.”*

In the face of such rapid development, in August 2000 RSGB was commissioned by the Department for Education and Employment to undertake research among a large, nationally representative sample of adults to identify and quantify the groups who use Information Communication Technology (ICT) and those who lack access to ICT, feel unable to use it or have no interest. The research was also to investigate the reasons behind those attitudes to ICT. The questionnaire used asked respondents about their patterns of use of ICT media such as PCs and mobile phones and then specifically about using the Internet.

Through regular updates of the research it is intended that there will be reliable snapshots of the “digital divide”: a tracking of the penetration of ICT usage among the general public over time. The report that follows concentrates on the benchmark survey, for which the fieldwork took place in August and September 2000 among about 4000 adults. Although described as the benchmark survey, the questionnaire was based upon one used in November 1999 for research commissioned by the Central Office of Information on behalf of the DfEE, which again used the RSGB Omnibus. Meaningful changes between these two surveys have been described in the report.

We are grateful for the assistance of Stephen Leman and for his advice in the questionnaire development and drafting of this report.

## **1.2 Notes on the report**

In addition to the standard demographic analyses the research results have been examined by ACORN groups for Great Britain. Further information on this can be found in Appendix B. Reference is also made to people living in high crime and rural disadvantaged areas; these were self- defined during the interview.

Drawing on the ACORN definitions, this report has drawn out six groups that present contrasting demographic characteristics and use of ICT.

Two groups represent some of the most disadvantaged parts of the population: “Council estate residents, greatest hardship” (CEGH) and “Council estate residents, high unemployment” (CEHU). They consist of council estate residents, many of whom are unemployed and many of whom are elderly or lone parents. Each group comprises about 2.7 million people (CACI population projection for 1999).

The other groups that are the subject of comment are “Affluent executives, family areas” (AEFA), “Prosperous professionals, metropolitan areas” (PPMA), “New home owners, mature communities” (NHMC) and “White collar workers, better-off multi-ethnic areas” (WCBM).

- AEFAs are defined as affluent working families and couples, with mortgages or new homes and comprise approximately 3.7 million people.
- PPMAAs comprise young professionals in apartments or gentrified multi ethnic areas; this group contains 2.1 million people.
- NHMCs are typically skilled workers or new home owners in council areas, low rise estates or mature home owning areas;
- WCBMs are white-collar workers in multi ethnic areas, some with young families. These groups contain 9.7 million and 4.0 million people respectively.

All group sizes are taken from CACI’s population projections for 1999 (see Appendix B).

These groups have been chosen for more in depth reporting as they provide a snapshot of ICT usage by sub samples of the population with greater or lesser degrees of deprivation. From a practical point of view, these groups also provided a sufficient sub sample size for reasonable conclusions to be drawn from their results.

A list of the ACORN groups can be found in Appendix B.

In some charts and tables, the figures do not add up to 100%, because of either rounding (all percentages are rounded to the nearest whole number) or because respondents could give more than one answer; where \* appears, the percentage was less than 0.5%. Bases under 50 have been noted and should be treated with caution.

## **2 SUMMARY**

### **2.1 Awareness of ICT media**

Awareness of ICT media was at a high level in November 1999 and has retained, if not slightly increased, that level. Nineteen out of twenty people are aware of personal computers and the Internet.

### **2.2 Usage of ICT and ownership of media**

Usage of ICT has increased since November 1999: 72% (up from 61%) have used a mobile phone and 59% (up from 53%) have used a personal computer.

Internet use stands at 44% (up from 38%). However use is relatively low among women (40%), those of DE social grade (22%) and those aged 55 and older (14%). This is reflected in the ACORN groups: 16% of CEHUs use the Internet.

Usage of ICT (excluding mobile phones) is relatively low for lone parents, people with difficulties with basic skills and disabled groups. Usage of the Internet at any point in time for example stands at 36%, 32% and 28% respectively for these three groups compared to 44% among the population as a whole.

As with usage, ownership of all media has increased since November 1999. Growth rates generally have been fastest among DEs (albeit from a relatively low base in November). 64% more DEs have a mobile phone now than in November 1999 and 48% more have access to the Internet.

### **2.3 Perceptions of the value of computer skills**

44% feel that computers are “very important” for life in general. This is less true for those aged 55 and older (39%), those of social grade C2DE (40%) and CEGHs (38%).



44% of those who feel that the statement is applicable to them said that computers are essential to their jobs now. This was more likely to be mentioned by those on higher social grade (61% ABC1, 28% C2DE).

Looking to the future, 60% say that computer skills will be essential to getting on in their job or getting a new job (70% ABC1, 51% C2DE).

By ACORN group, 55% of AEFAs and 35% of CEHUs and CEGHs say that computer skills are essential to their jobs now. A difference still exists in the percentages who say that computer skills will be essential to getting on their job or getting a new job but the difference is smaller (65% and 58% respectively).

Of those with children, there is a high level of agreement that computer skills are essential to their children's work now (73%) and even more so in the future (98%).

## **2.4 Usage and barriers to use of computers and the Internet**

Of the 48% who say they use computers nowadays 55% say that they use their computer daily and a further 29% at least once a week.

The heaviest users are those aged 25-34 who claim an average use of 16 hours in the previous seven days and those of social grade AB who claim 15 hours use. The average for all users is 12.5 hours, for PPMAs 17 hours and for NHMCs 11 hours. A similar pattern of answers is present for use of the Internet. The average Internet use over the previous seven days is 5.4 hours

The main three uses of computers are reported as being for work (54%), e-mail (54%) and Internet access (52%).

The main use of the Internet is to send e-mails (70%) and to obtain information for work (45%).

The barriers to using computers and the Internet are similar.

Among current users the main barrier to greater use is that people say that they do not have the time.

14% of adults are non-computer users who are interested in using them. 19% do not use the Internet but are interested in using it.

Among non-users who are interested in using computers or the Internet, the main reason they give (unprompted) for not using a computer or the Internet at the moment is the (perceived) cost either of the computer or the call cost (for Internet access). This applies particularly to those with children aged under 16 in the household, DEs and CEGHs.

The importance of perceived cost as a barrier appears to have increased since November 1999. At that time 3% of the sample were interested non-users who cited perceived cost as a barrier. In the September 2000 survey this had risen to around 6%.

37% do not use computers and are not interested in using them. 43% do not use the Internet and have no interest. In both cases this group is biased towards older respondents. It is also heavily biased towards deprived groups: 58% of CEHUs do not use computers and are not interested in using them and 65% do not use the Internet and are not interested in using it.

The main two reasons given by non-users who have no interest are that the idea does not appeal or that they are too old.

## **2.5 Potential incentives to using computers or the Internet**

Around three -quarters of non-users aged 55 and older say that there are no incentives to making use of computers or the Internet.

Younger non-users are more open to incentives. The most frequently given answers are cost related: cheap or free equipment or software, cheap or free call costs, cheap or free lessons.

The main use interested non-users would like to make of the Internet is very similar to the type of use noted by current users: e-mail, information for study / learning and information for work. Ordering goods / services was higher up the list of current users than it is on the list of interested non-users.

Those aged 16-24 show a different current and aspirational usage than older respondents. They are more likely than others to want to use the Internet for study / learning, to look for jobs, play or download games and chat rooms. These latter two uses are very low on the list of those aged over 24.

Deprived groups also have different patterns of use and aspirational usage to more affluent groups. The main use interested non-users of the Internet would like to make of the Internet is helping their children at school / college / university. Ordering goods / services is a far less popular perceived use of the Internet in this group.

### **3 AWARENESS AND USE OF ICT MEDIA**

#### **3.1 Awareness of ICT media**

Table 1 below shows that awareness of four specific ICT media which was high in the November 1999 research is at a similar, if not higher level, in the August 2000 research.

Awareness of WAP phones (and, the related, Internet access via a WAP phone) is low relative to the other media at 37% and 35% respectively.

---

**Table 1**

**AWARENESS OF DIFFERENT ICT MEDIA**

	<b>November 1999</b>	<b>August 2000</b>
Base: All respondents	1930	4039
	%	%
Mobile phone	97	98
Internet	93	95
PC / personal computer	92	94
CD ROM	82	82
WAP phone	Na	37
Internet access via WAP phone	Na	35

---

Claimed awareness of mobile phones, Internet and personal computers is high for all groups but lowest for those aged 65 and older (92%, 83% and 81% respectively) and DEs (95%, 90% and 89% respectively).

Awareness of CD ROMs is higher among men (87%) than women (78%). As for other media, claimed awareness of CD ROMs is lowest for those aged 65 and older (48%) and DEs (70%).

Like CD ROMs, claimed awareness of WAP phones is higher for men than women (50% v26%). As Table 2 below shows, claimed awareness of WAP phones is relatively high for those aged 16- 44 (49%) compared to those aged 65 and older (10%). Awareness is higher among of those of AB social grade (54%) compared to DEs (21%). There is a similar pattern among ACORN groups: claimed awareness of WAP phones ranges from 44% among AEFAs to 26% of CEHUs.

**Table 2**

### **AWARENESS OF WAP PHONES**

	Base: All respondents	% saying they have heard of WAP phones
Total	4039	37
16- 44	2042	49
45- 54	595	40
55- 64	550	30
65+	852	10
AB	610	54
C1	1008	44
C2	911	37
DE	1510	21
Lone parents	403	30
People who have difficulty with basic skills	69	22

## **3.2 Use of ICT media**

Usage of different ICT media has increased since November 1999. Nearly three-quarters (72%) of the population now claim to have used a mobile phone, 59% have used a personal computer and 44% claim to have used the Internet.

---

**Table 3****ICT MEDIA EVER USED**

	<b>November 1999</b>	<b>August 2000</b>
Base: All respondents	1930	4039
	%	%
Mobile phone	61	72
PC / personal computer	53	59
CD ROM	40	47
Internet	38	44
WAP phone	Na	3
Internet access via WAP phone	Na	3

---

All media show similar patterns of use by gender, age and social grade:

- Men are more likely than women to use ICT. For example 50% of men claim to have used the Internet compared to 40% of women;
- Use is greater among higher social grades: 68% of AB's claim to have used the Internet compared to 22% of DE's
- Use is greater among younger groups: 70% of 16-34's claim to have used the Internet compared to 14% aged 55 and older.
- Use is less among white (44%) than non-white respondents (57%)
- Lone parents show different patterns of use: 78% claim to have used a mobile phone compared to 72% of other respondents, while 36% of lone parents claim to have used the Internet compared to 44% of other respondents.
- Those with difficulties with basic skills - reading, writing and maths - show a lower use than other groups: 32% of this group claim to have used the Internet compared to the population average of 44%, and 28% claim to have used none of these media (compared to 21% of the rest of the population).

- Use is lower among disabled groups: 28% of those with a disability affecting normal activity and 16% with a disability affecting their use of computers claim to have used the Internet.
- Use varies by ACORN group – 25% of CEHUs claim to have used the Internet compared to 59% of AEFAs and 61% of PPMAs.

The patterns in the data for those who claim to use each of the media *nowadays* is similar to that presented above but at a slightly lower level:

- Mobile phone 63%
- PC / personal computer 48%
- CD ROM 39%
- Internet 37%
- WAP phone 2%
- Internet via WAP phone 2%

Those who consider they live in high crime and rural disadvantaged areas are less likely to say that they use these media nowadays compared to the rest of the population. The exception to this is the mobile phone (see Table 4).

---

**Table 4**

**ICT MEDIA USED NOWADAYS**

	<b>Total</b>	<b>High crime</b>	<b>Rural disadvantaged</b>
Base: All respondents	4039	291	91
	%	%	%
Mobile phone	63	64	61
PC / personal computer	48	34	37
CD ROM	39	28	23
Internet	37	22	21
WAP phone	2	1	3
Internet access via WAP phone	2	1	3

---

The use nowadays of ICT media varies by ACORN group (see Table 5 below). CEGHs and CEHUs are less likely than AEFAs and PPMAs to say that they use these media nowadays. The exception is the mobile phone where the levels are broadly similar: 75% of CEGHs claim to use a mobile phone nowadays compared to 74% of AEFAs and 70% of PPMAs.

Nearly half of CEHUs claim to use none of these media nowadays, more than the average and more than double the figure for CEGHs (21%).

**Table 5**

**ICT MEDIA USED NOWADAYS – ACORN GROUPS**

	<b>Total</b>	<b>CEGH</b>	<b>CEHU</b>	<b>PPMA</b>	<b>AEFA</b>
Base: All respondents	4039	82	119	122	138
	%	%	%	%	%
Mobile phone	63	75	45	70	74
PC / personal computer	48	37	24	63	68
CD ROM	39	29	17	53	59
Internet	37	26	16	53	51
WAP phone	2	3	-	3	4
Internet access via WAP phone	2	3	-	5	2
None of these	28	21	44	21	16

Use nowadays of all the media listed is greater among non-white than white ethnic groups. 71% of non-whites claim to use a mobile phone compared to 62% of whites; 57% of non-whites use a computer compared to 47% of whites and 48% of non-whites use the Internet compared to 36% of whites.

Lone parents' use nowadays of ICT media also varies from that of other groups. 74% of lone parents claim to use a mobile phone nowadays compared to 63% of all respondents, but lone parents are less likely than others to claim to use any of the other media listed (see Table 6).



---

**Table 6****ICT MEDIA USED NOWADAYS - LONE PARENTS**

	<b>Total</b>	<b>Lone parents</b>
Base: All respondents	4039	403
	%	%
Mobile phone	63	64
PC / personal computer	48	38
CD ROM	39	28
Internet	37	26
WAP phone	2	1
Internet access via WAP phone	2	1

---

Among people with difficulty with basic skills, use of ICT nowadays is at a lower level to that of the total population. 43% of those with difficulty with reading, writing and maths claim to use none of the listed media nowadays, compared to 28% of the total population.

People receiving benefits (excluding Child Benefit) are less likely to say that they use ICT media nowadays than the rest of the population: 37% of people receiving benefits say that they use none of these compared to 28% of the total population. Use is particularly low for personal computers (31% v 48% for the total population) and the Internet (22% v 37%).

Use of any ICT media nowadays is higher for those receiving Jobseekers Allowance than for the total population (76% v 71%). However, with the exception of the mobile phone (65% v 63%), use among those receiving Jobseekers Allowance is lower for the individual ICT media: personal computer (42% v 48%), Internet (33% v 37%).

As Table 7 shows below, use of ICT media nowadays by disabled people is lower than among the rest of the population. In particular, use of computers, and by association the Internet, is much lower in this group than others: 30% of disabled people use a computer nowadays compared to 48% of the total population.

---

**Table 7****ICT MEDIA USED NOWADAYS - DISABLED GROUPS**

	<b>Total</b>	<b>Affecting normal activity</b>	<b>Affecting computer use</b>
Base: All respondents with disability	976	347	113
	%	%	%
Mobile phone	48	51	41
PC / personal computer	30	31	20
CD ROM	24	21	15
Internet	21	21	10
WAP phone	1	*	-
Internet access via WAP phone	1	*	-
None of these	44	39	57

---

## **4 PERCEPTIONS OF THE VALUE OF COMPUTER SKILLS**

Respondents were asked how important they thought it was to be able to use computers for life in general. 83% feel they are at least “fairly important”, 44% say “very important”.

There are differences by age, social grade and ACORN group but these are less marked than they are for the use of ICT media.

- 48% of those aged 16-34 say “very important” compared to 39% of those aged 55 and older.
- 49% of ABC1s say “very important” compared to 40% of C2DEs
- 46% of AEFAs say “very important” compared to 38% of CEGHs

Respondents were also asked whether each of the following statements were true or false:

- Computer skills are essential to my work now
- Computer skills will be essential to getting on in my job/ getting a new job

Those who had children aged under 16 were asked whether the following two statements were true or false:

- Computer skills are essential to my children’s work now
- Computer skills will be essential to my children’s work in the future

The results are summarised below.

---

**Table 8****AGREEMENT WITH VIEWS ABOUT COMPUTER SKILLS**

	<b>Total</b>	<b>Age</b>			<b>Social grade</b>	
		<b>16-34</b>	<b>35-54</b>	<b>55+</b>	<b>ABC1</b>	<b>C2DE</b>
Base: All saying statement is applicable	%	%	%	%	%	%
Computer skills are essential to my work now	44	56	50	18	61	28
Computer skills will be essential to getting on in my job/ getting a new job	60	77	65	28	70	51
Base: All with children under 16	1332	582	726	24*	497	835
	%	%	%	%	%	%
Computer skills are essential to my children's work now	73	62	81	92	74	73
Computer skills will be essential to my children's work in the future	98	97	98	96	98	98

\* Note low base for those aged 55+

---

In relation to computers being appropriate for work now or in the future, this is more likely to be found true by younger respondents and those of ABC1 social grade.

Use of computer skills for children work now is related less to the age and social grade of the parent than to the age of the child: 60% of those with children aged under 5 agree with this statement compared to 81% of those with children aged 6-10 and 88% of those with children aged 11-15.

---

**Table 9**  
**AGREEMENT WITH VIEWS ABOUT COMPUTER SKILLS – ACORN GROUPS**

	<b>Total</b>	<b>CEGH/ CEHU</b>	<b>WCBM</b>	<b>AEFA</b>
Base: all saying statement is applicable	%	%	%	%
Computer skills are essential to my work now	44	35	49	55
Computer skills will be essential to getting on in my job/ getting a new job	60	58	73	65
Base: All with children under 16	1332	79	40*	59
	%	%	%	%
Computer skills are essential to my children's work now	73	71	82	73
Computer skills will be essential to my children's work in the future	98	97	100	96

\* Note low base for WCBM

---

Computer skills are more likely to be seen as important for work now or in the future by WCBMs and AEFAs. Those who work in CEGH or CEHU ACORN groups are more likely to be in manual (C2D) employment than those in the WCBM and AEFA ACORN groups. Thus computers are likely to be less directly relevant to their work.

Opinions of the use of computer skills for children now have less variation by ACORN group. Agreement that computer skills will be important to children in the future is universally high. Hence, even in ACORN groups where there is a low application of computer skills relative to other groups, there is a clear recognition of the importance of computer skills in the future, particularly for their children.

## 5 OWNERSHIP OF ICT MEDIA

### 5.1 Change in ownership of ICT Media

Ownership of mobile phones, personal computers, CD ROMs and access to the Internet from the home have all increased significantly since November 1999.

---

**Table 10**

#### ICT MEDIA IN THE HOME

	November 1999	August 2000
Base: All respondents	1930	4039
	%	%
Mobile phone	47	64
PC / personal computer	38	44
CD ROM	27	35
Internet	22	30
WAP phone	na	1
Internet access via WAP phone	na	1

---

Ownership of these media is greater in the younger age groups than the older. For example, personal computer ownership is at 56% among 16- 24 year olds but 10% in those aged 65+. Other media show a similar pattern, with the exception of Internet access, for which the incidence is highest among the 35-44 age group (43%). 38% of 16- 24 year olds and 7% of the 65+ age group have Internet access.

The pattern of ownership of ICT media by people in receipt of any benefits (excluding Child Benefit) is similar to that for use of these media. People receiving benefits are less likely than others to say that they own any one of these media - for example Internet access (19% v 30%). Ownership of any of the media is at 66% among those in receipt of any benefits compared to 72% among the total population.

Those in receipt of Jobseekers' Allowance, are more likely to own any of the ICT media than are the total population (74% v 72%). However, ownership of each individual medium is lower, with the exception of the mobile phone where it is comparable to the population as a whole:

- 65% of people receiving Jobseekers' Allowance claim to own a mobile phone compared to 64% of the total population
- Personal computer (36% v 44%)
- Internet access (17% v 30%).

As with use, people from non-white ethnic groups are more likely than those from white ethnic groups to own any of the media listed. The greatest difference is in ownership of personal computers (55% v 44%) and access to the Internet (38% v 29%)

Based on the number with access back in November 1999, access to the Internet from home has increased in volume by 38% since last November. Among the other three media for which comparable information is available:

- Mobile phones up 36%
- CD ROMs up 30%
- Personal computers up 16%

Growth has been fastest among the DE social grades and generally slowest among the C1s.

---

**Table 11**  
**RATE OF GROWTH OF OWNERSHIP BY SOCIAL GRADE**

	<b>Total</b>	<b>AB</b>	<b>C1</b>	<b>C2</b>	<b>DE</b>
	%	%	%	%	%
Mobile phone	36	25	29	29	64
PC / personal computer	16	16	4	24	31
CD ROM	30	40	22	22	39
Internet	38	39	30	40	48

---

By age group, the rate of growth of Internet access has been similar across all ages apart from the 16-24 age group, which shows a relatively slow rate of growth of 20%.

Apart from access to the Internet, the rate of growth of the other media has been greatest among those aged 55 and older.

The rate of growth of mobile phone ownership has been greatest among those aged 65 and older. The market size for this age group has doubled since November 1999 (24% now own a mobile phone compared to 12% previously) but the incidence is still low compared to other age groups.

---

**Table 12**

**RATE OF GROWTH OF OWNERSHIP BY AGE**

	<b>Total</b>	<b>16-34</b>	<b>35-54</b>	<b>55+</b>
	%	%	%	%
Mobile phone	36	28	33	65#
PC / personal computer	16	15	12	29
CD ROM	30	23	33	43
Internet	38	32*	45	33

\* The rate for 16-24 year olds is 20%

# The rate for the 65+ age group is 100%

---

## **5.2 Ownership of ICT Media – ACORN groups**

Ownership of these media shows significant differences by ACORN grouping, although there are no data from previous years with which to compare and generate estimates of growth.



**Table 13****ICT MEDIA IN THE HOME– ACORN GROUPS**

	<b>Total</b>	<b>CEGH</b>	<b>CEHU</b>	<b>WCBM</b>	<b>NHMC</b>	<b>PPMA</b>	<b>AEFA</b>
Base: All respondents	4039	119	82	145	579	122	138
	%	%	%	%	%	%	%
Mobile Phone	64	74	53	63	62	68	75
PC/ personal computer	44	38	22	51	35	57	64
CD ROM	35	25	18	36	26	44	55
Internet	30	19	11	35	20	42	47
WAP phone	1	1	-	3	*	2	3
Internet access via WAP phone	1	1	-	3	*	3	2

\* means a value of less than 0.5%

More than 60% of households in all ACORN groups have at least one mobile phone, with the exception of CEHUs (53%). The highest incidence is recorded among AEFAs (75%) and CEGHs (74%). In this respect there is a clear contrast between the two council estate ACORN types. The higher level for CEGHs could be explained by the high incidence of children among this ACORN group. As we have seen, the incidence of mobile phones is greater among the younger age groups and this, combined with a greater household size for CEGH (see appendices) increases the likelihood of at least one mobile phone being present.

The presence of a personal computer in the home is greatest for the AEFAs (64%). The lowest incidence is among CEHUs (22%). As is the case for mobile phones, the incidence of computers is higher for CEGHs (38%) than CEHUs, but still less than the national average (44%).

Currently, no ACORN group has an incidence of Internet access that is greater than 50%. However, AEFAs (47%) are approaching that figure. The incidence is lowest for CEHUs (11%) and CEGHs (19%). Combining the CEGH and CEHU groups, half of those with computers have access to the Internet. Among AEFAs, 73% of those with a computer have access to the Internet.

### 5.3 Ownership of ICT media - Lone parents

As with use of ICT media, lone parents are more likely than average to have a mobile phone in the home: 72% of lone parents have a mobile phone compared to 64% of other respondents. However, ownership of other media is lower than average - for example, 22% of lone parents have access to the Internet at home compared to 30% of all respondents.

---

**Table 14**

#### **ICT MEDIA IN THE HOME - LONE PARENTS**

	<b>Total</b>	<b>Lone parents</b>
Base: All respondents	4039	403
	%	%
Mobile phone	64	72
PC / personal computer	44	38
CD ROM	35	24
Internet	30	22
WAP phone	1	1
Internet access via WAP phone	1	1

---

### 5.4 Ownership of ICT media - Disabled groups

Table 15 below shows the ownership of ICT media by disabled people. Ownership of mobile phones among disabled people (52%) is less than the population average (64%), and 40% of disabled people own none of the ICT media listed - the total across the population is 27%.

---

**Table 15****ICT MEDIA IN THE HOME - DISABLED GROUPS**

	<b>Total</b>	<b>Affecting normal activity</b>	<b>Affecting computer use</b>
Base : All respondents with disability	976	347	113
	%	%	%
Mobile phone	52	57	47
PC / personal computer	32	35	23
CD ROM	24	25	14
Internet	19	18	9
WAP phone	1	*	-
Internet access via WAP phone	1	*	-
None of these	40	32	49

---

## **6 USAGE AND BARRIERS TO USE OF COMPUTERS**

### **6.1 Frequency and purpose of use**

Of the 48% who say they use computers nowadays, 55% say that they use their computer daily and a further 29% at least once a week. Usage varies by social grade: ABs are more likely to use a computer daily (67%) than other social grades, particularly DEs (38%). ACORN grouping also has an effect on usage: 54% of AEFAs who use a computer nowadays claim to use it daily compared to 43% of CEGHs.

Men (61%) are more likely to use a computer daily than are women (48%).

While the frequency of use does not vary significantly by age, the number of hours for which the computer is used (excluding times spent playing games) does vary by age. When asked about usage in the previous seven days, those aged 25-34 claim 16 hours use on average, 35-54 year olds claim 13 hours use, 16-24 year olds 10 hours and 55+ claim 8 hours. The average for all users is 12.5 hours.

ABs (15 hours) and C1s (13 hours) are longer users than C2s (9 hours) and DEs (10 hours).

PPMAs (17 hours) are longer users than WCBMs (12 hours) and NHMCs (11 hours). AEFAs claim 12 hours use on average, while CEGHs and CEHUs claim an average of 15 hours, with 34% of those who use a PC at least once a week claiming more than 20 hours use in the previous seven days.

Men (14 hours) are longer users than women (11 hours).

Of those who use computers nowadays most (79%) use them at home. Half (48%) say they use them at work.

The main three uses of computers are for work (54%), e-mail (54%) and Internet access (52%). Other answers given by more than a quarter of those who use computers nowadays are developing their own computer skills (34%) and using electronic reference materials (25%).

Usage for work is greatest among ABC1s (64%). This applies to 25% of DE users. Similarly usage for e-mail is greatest among ABC1s (64%). This applies to 37% of C2DE users.

Usage of computers for Internet access is also higher for ABC1s (58%) than C2DEs (40%).

Variations among the ACORN groups reflect the differences by social grade: 74% of PPMA users use their computers for work, compared to 42% of CEGHs and CEHUs. E-mail usage is higher in PPMAs than in CEGH and CEHU users (69% v 42%) and more PPMAs (62%) use their computers for the Internet than CEGHs and CEHUs (39%). 33% of CEGH and CEHU users claim to use their computers for homework or college work; this figure stands at 36% for WCBMs and 22% across all the groups.

Among users aged 55 and older, e-mail usage is slightly lower than that of the rest of the population (45% v 55%) but it is much lower for work (mainly due to a lower percentage who are working) and Internet (37% v 54%).

Among users who have children aged under 16, 27% say that they use the computer to help the children with their homework. This stands at 35% for those with children aged 6-10 and 37% among those with children aged 11-15.

## **6.2 Propensity to use computers in the future**

All those who said that they do not use computers were asked how interested they were in using computers in the future: 12% of non-users say that they are “very interested”, 16% say “fairly interested”. The propensity to use is greatest among the younger age groups: 31% of those aged 16-34 say they are very interested, 14% aged 35-54 and 4% aged 55 and older.

---

**Table 16****“HOW INTERESTED ARE YOU IN USING A COMPUTER IN THE FUTURE?”**

	<b>Total</b>	<b>CEGH</b>	<b>CEHU</b>	<b>WCBM</b>	<b>PPMA</b>
Base: All who do not use personal computers	2198	79	63	75	50
	%	%	%	%	%
Very interested	12	13	14	25	15
Fairly interested	16	19	8	14	20
Not very interested	17	23	8	6	14
Not at all interested	54	43	69	54	45

---

The group revealing the greatest latent computer use is WCBMs: 39% of non-users say they are very interested or fairly interested in using a computer in the future. This is more than twice the average for other ACORN groups. Non computer using CEHUs show a degree of polarity in their views: 14% say that they are very interested in using a computer in the future (this is above the average), but 69% are entrenched, in that they say that they are not at all interested. The CEGHs show above average latent computer use: 32% are very or fairly interested in using computers in the future.

## **6.3 Barriers to use**

### **6.3.1 Standard Demographic Analyses**

All those who use a computer nowadays were asked what they thought prevented them from using the computer more often. The main reason is that they consider that they do not have sufficient time (45%). This is more likely to be said by ABs (50%) than other social grades (43%).

Of the 14% who do not use computers but are interested in using them in the future, the main reason they give (unprompted) for not using a computer at the moment is the (perceived) cost (44%). This applies particularly to those with children aged under 16 in the household (52%).

Of the 37% who do not use computers and are not interested in using them, the main reasons for the lack of interest (unprompted) are that the idea does not appeal (53%), or that they are too old (32%). Of the not interested non-users aged 65 and over 53% say that they are too old.

21% of those who are not interested say that they have no need to use a computer.

All current non-users were then presented with a list of 11 factors and asked which they thought applied to them. The results are summarised in Table 17 below.

**Table 17****REASONS FOR NOT USING A COMPUTER (PROMPTED)**

	<b>Total</b>	<b>Age</b>			<b>Social grade</b>	
		<b>16-34</b>	<b>35-54</b>	<b>55+</b>	<b>ABC1</b>	<b>C2DE</b>
Base: All non-users	2198	440	595	1163	549	1649
	%	%	%	%	%	%
I'm not interested in using computers	34	20	33	40	34	35
I have no need to use a computer	34	25	33	38	38	33
I cannot afford to buy a computer	29	48	33	21	18	34
I don't know anything about computers	26	15	28	29	24	27
I do not know how to use one	22	13	23	25	22	22
I'm too old to start to use one	22	*	8	36	22	22
I do not know how to get started	17	10	19	18	15	18
I can do my work without one	16	14	20	14	20	14
Computers are far too complicated for me	14	8	13	16	11	15
I haven't got the time to use one	11	15	15	7	13	9
I'd be scared to use a computer	6	3	6	7	7	5

This pattern is consistent with the data from the November 1999 survey. The table shows that the non-users are most likely to say that they are not interested (34%) and that they have no need of using computers (34%). In both cases this is more likely to be said by older rather than younger respondents.

The older respondents are also more likely than the younger to say that they do not know anything about computers, they do not know how to use one and that they are too old to start now.



The younger respondents are more likely to say that they cannot afford to buy one (48% aged 16-34 compared to 21% aged 55 and older).

### **6.3.2 ACORN Group Analysis**

Lack of time was the most frequently quoted reason for not using the Internet more by users in all ACORN groups except CEHU; the base size for this group is too small to provide a reliable estimate.

Although computer users, the CEGH and CEHU groups appear to use computers owned by other people: 17% say that they do not own a computer and 11% say that they share their computer with someone else. The figures for all users for these two reasons are 11% and 9% respectively.

Lack of interest (13%) was the second most frequently quoted reason for all non-users. Differences by ACORN groups in quoting this reason were small: the range (where base sizes were 50 or more) is from 10% to 17%.

Non-users were then asked which reasons, from a list of eleven, they felt were applicable to them for not using a computer. The results are shown in Table 18 below.

**Table 18**  
**REASONS FOR NOT USING A COMPUTER (PROMPTED) – ACORN**  
**GROUPS**

	<b>Total</b>	<b>CEGH</b>	<b>CEHU</b>	<b>WCBM</b>	<b>NHMC</b>	<b>PPMA</b>	<b>AEFA</b>
Base: All non-users	2198	79	63	75	366	50	47
	%	%	%	%	%	%	%
I'm not interested in using computers	34	37	41	38	35	22	32
I have no need to use a computer	34	26	46	16	36	31	37
I cannot afford to buy a computer	29	40	28	31	30	19	19
I don't know anything about computers	26	27	27	26	24	26	20
I do not know how to use one	22	21	24	25	22	23	5
I'm too old to start to use one	22	10	35	19	23	12	24
I do not know how to get started	17	17	17	13	18	23	12
I can do my work without one	16	13	11	10	13	1	16
Computers are far too complicated for me	14	9	17	12	16	12	6
I haven't got the time to use one	11	7	6	16	11	8	5
I'd be scared to use a computer	6	3	8	8	6	1	2

This table shows that CEHUs are most likely to say that they have no need to use a computer (46%) or are not interested in using one (41%). CEGHs are the most likely to cite cost. 40% say that they cannot afford to buy a computer compared to 29% among other groups. PPMAs (19%) and AEFAAs (19%) are the least likely to say that they cannot afford to buy a computer.

WCBMs (16%) are least likely to say that they have no need to use a computer; the average across all groups was 34%. AEFAAs are least likely to say that they don't know anything about computers or don't know how to use one.

Hence the main barriers among the two ACORN groups where current presence of computers is low (CEGH and CEHU) are the perceived cost but also a lack of interest and the thought that they are not necessary.

23% of PPMAs said that “I do not know how to get started” applied to them, compared to 12% of AEFAs and 13% of WCBMs. PPMAs were also the most likely to say that they would be scared to use a computer: 12% agreed with this statement.

### **6.3.3 Changes in attitudes to barriers to use**

Among non-users the only major change in attitude is in the barrier of perceived cost. The number of interested non-users citing cost as a reason for not using personal computers has increased from November 1999 to August 2000. In November 1999, this group comprised about 3% of the total population; in August 2000, they accounted for about 6% of the total population.

## **6.4 Incentives to use a computer**

All non-users were asked without prompting what, if anything, might encourage them to use a computer in the future. 52% say that nothing will encourage them. Those aged 55 and older (72%) are more resistant than younger respondents: 19% of those aged 16-34 say “nothing”.

The main incentives are cost related: free / cheap machines / software (15%) and free / cheap lessons (8%). This is more likely to be mentioned by the younger non-users than by older non-users.

The responses also vary by ACORN group. CEHUs are the most resistant: 64% of CEHU non-users say that nothing will encourage them to use a computer in the future. This is consistent with the 69% who say that they are not at all interested in using a computer. It is also more than the 36% of CEGH, 62% of AEFA and 44% of WCBM non-users who say “nothing”.

In relation to the incentives, there is little difference between the ACORN groups. Among WCBM non-users, 21% say that free or cheap machines and software would encourage them to use a computer in the future and 17% say that they will have to use one for work – the average across all the ACORN groups for this statement is 6%.

## **7 USAGE AND BARRIERS TO USE OF THE INTERNET**

### **7.1 Frequency and purpose of use**

Patterns of use are consistent with the patterns of using computers.

Of the 37% who say they use the Internet nowadays, 35% say that they use it daily and a further 41% at least once a week. Usage varies by social grade: ABs are more likely to use the Internet daily (44%) than other social grades. The least frequent users are C2s and DEs (28% and 26% respectively say they use the Internet daily).

Usage also varies by ACORN group: 45% of PPMAs use the Internet daily, compared to 33% of CEGHs and CEHUs.

Men (42%) are more likely to use the Internet daily than are women (28%).

Daily use is greatest among those aged 25-54 (38%) rather than those aged 16-24 (29%) or 55 and older (29%).

When asked about usage in the last seven days men (6 hours) spend longer using the Internet than do women (4.5 hours). The average for all users is 5.4 hours.

By age, use is greatest among 25-34 year olds (6.3 hours) and least among those aged 55 and older (3.8 hours). ABs (6.1 hours) are the heaviest users.

On average, CEGHs and CEHUs spend the most time using the Internet with 7.0 hours in the previous seven days (although this was on a low base). The average among WCBMs is 4.6 hours, and among NHMCs is 4.9 hours.

The main uses of the Internet are:

- Send or receive e-mails (70%)
- Obtain information for work (45%)
- Finding out about goods or services (38%)
- Obtaining information for learning / study (38%)
- Finding weather or travel information (35%)
- Shopping / ordering goods / tickets / services (34%)
- Obtaining information for school / college work (31%)
- Looking for jobs / work (26%)

Other factors are mentioned by less than a quarter of users.

Usage among 16-24 year olds is different to that of other groups. They are more likely than others to use the Internet for

- school / college work (55%)
- study and learning (51%)
- looking for jobs / work (35%).

They are also more likely to use it for:

- chat lines (39% compared to 10% among older users)
- listening to or downloading music (36% compared to 14% of older users).
- playing or downloading games (29% compared to 17% of older users)

They are less likely to use it for:

- information for work (28%)
- finding out about goods or services (26%)
- shopping / ordering goods / tickets / services (25%)
- obtaining weather or travel information (24%)
- personal banking / investment activities (13% compared to 25% of older users)

By social grade, it is the ABs who are most likely to use the Internet for:

- e-mails (79%)
- work (57%)
- finding out about goods / services (51%)
- weather /travel information (48%)
- information for study / learning (45%)
- shopping / ordering goods / services / tickets (43%)
- personal banking / investment activities (30%)

DEs have relatively low use of the Internet for purposes related to shopping, finance, news and weather but are relatively high users for:

- chat lines (26% compared to 15% of other users)
- playing and downloading games (29% compared to 18% of other users).

Use of the Internet varies by ACORN group. Amongst CEGHs and CEHUs, the greatest use of the Internet is for information for work (59%), and to send and receive e-mail (56%). The next most popular uses are

- Information for school/ college work (44% compared to 31% of other users)
- Information for study/ learning (44%)
- Looking for jobs/ work (38%, compared to 26% of other users)
- Playing and downloading games (33% compared to 20% of other users).

PPMAs and AEFAs are the groups most likely to use the Internet for shopping / ordering goods / services / tickets (44% compared to 38% of other users). PPMAs are also the most likely group to use the Internet for information for work (60% compared to 45% of other users).

WCBMs are more likely than any other group to use the Internet for information for study/ learning – 62% of users have done so, compared to 38% of all Internet users. 41% of WCBMs say they have used the Internet for information for school / college work.

## **7.2 Propensity to use the Internet in the future**

All those who said that they do not use the Internet were asked how interested they were in using it in the future: 11% of non-users say that they are “very interested”, 19% say “fairly interested”. The propensity to use is greatest among the younger age groups: 25% of those aged 16-34 say they are very interested, 13% aged 35-54 and 4% aged 55 and older.

Those with children aged under 16 in the household (19%) are more likely to say they are very interested than those without children (8%).

Attitudes to future use of the Internet vary by ACORN group in a similar way to attitudes to using computers. CEHUs are the least responsive- 71% say that they are not at all interested in using the Internet in the future, and a further 8% say “not very interested”. AEFAs are the most interested in using the Internet in the future: 44% say that they are “very interested” or “fairly interested”; the average across all non-users is 30%. Interest among CEGHs is similarly high; 38% are “very interested” or “fairly interested”.

## **7.3 Barriers to use**

### **7.3.1 Standard Demographic Analyses**

All those who use the Internet at the moment were asked what got in their way of using the Internet more often. The main reason is that they consider that they do not have sufficient time (45%). This is more likely to be mentioned by those aged 25-54 (49%) than younger (39%) or older users (28%).

The perceived cost of the telephone calls is mentioned by 27%: more by those aged 16-24 (34%) and DEs (33%).

Of the 19% who do not use the Internet but are interested in using it in the future, the main reason they give (unprompted) for not using it at the moment is that they do not have a computer (52%) and the (perceived) cost 26%. The cost factor applies particularly to those with children aged under 16 in the household (31%) and DEs (34%).



Of the 43% who do not use the Internet and are not interested in using it, the main reasons for the lack of interest (unprompted) are that the idea does not appeal (65%), or that they are too old (21%). Of the not interested non-users aged 65 and over 43% say that they are too old.

21% of those who are not interested say that they have no need to use it.

All current non-users were then presented with a list of 11 factors and asked which they thought applied to them. The results are summarised in Table 19.

---

**Table 19**  
**REASONS FOR NOT USING THE INTERNET (PROMPTED)**

	<b>Total</b>	<b>Age</b>			<b>Social grade</b>	
		<b>16-34</b>	<b>35-54</b>	<b>55+</b>	<b>ABC1</b>	<b>C2DE</b>
Base: All non-users	2659	582	810	1267	748	1911
	%	%	%	%	%	%
I'm not interested in using it	39	25	37	47	39	40
I don't know anything about it	23	17	22	27	21	24
I cannot afford to buy the equipment	23	36	25	17	17	27
I do not know how to use it	19	15	20	20	17	20
It is too expensive to use	18	23	21	14	15	19
I'm too old to start to use it	16	*	4	29	14	16
I do not know how to get started	16	12	17	17	14	17
I can do my work without it	14	13	17	13	17	13
I haven't got the time to use it	11	14	16	7	14	10
It sounds far too complicated for me	11	6	12	13	9	13
I'd be scared to use it	5	3	4	6	5	4

\* = less than 0.5%

---

Consistent with the earlier data on the Internet and computers, this table shows that the non-users are most likely to say that they are not interested (39%). This is more likely to be said by older rather than younger respondents.

The older respondents are also more likely than the younger to say that they do not know anything about the Internet and that they are too old to start now.

The younger respondents are more likely to say that they cannot afford to buy the equipment (36% aged 16-34 compared to 17% aged 55 and older).

### **7.3.2 ACORN Group Analysis**

The main reason quoted by Internet users without prompting, for not using the Internet more often is the same across most of the ACORN groups- 58% of AEFAs say “lack of time” and they are the people most likely to say this. 41% of CEGHs and CEHUs and 40% of NHMCs say this.

For CEGHs and CEHUs lack of time (41%) receives only slightly more mentions than the (perceived) cost of telephone calls as a reason. Cost is a more relevant factor for these groups than others; in comparison, this factor is mentioned by 23% of AEFAs.

Among interested non-users, the most frequently quoted reason for not using the Internet is that they have no computer. This is the main reason given by all ACORN groups. The perceived cost is an important factor for CEGHs/CEHUs (40%). This is more than the 20% of AEFAs and PPMAs who say this.

Among those who do not use the Internet and are not interested in using it, CEGHs and CEHUs are likely to repeat that they are basically not interested in using the Internet (80% and 74% respectively). 39% of CEHU not interested non-users say that they are too old. This is higher than for any other group.

WCBMs are most likely to say that they have no need to use it. 34% say this, compared to 14% of CEGHs and 21% across all the groups.

PPMAs are the group most likely to say that they are not interested or the idea doesn't appeal: 86% say this (this is on a low base of 36). 17% of PPMAs say that they cannot afford to use the Internet, or cite the cost as a reason why they are not interested, higher than the 4% of CEGHs and 5% of CEHUs who say this.

Table 20 (below) presents the reasons given by non-Internet users for not using the Internet. The respondents were prompted with the list of factors.

---

**Table 20**  
**REASONS FOR NOT USING THE INTERNET (PROMPTED) – ACORN**  
**GROUPS**

	<b>Total</b>	<b>CEGH</b>	<b>CEHU</b>	<b>WCBM</b>	<b>NHMC</b>	<b>PPMA</b>	<b>AEFA</b>
Base: All non-users	2659	92	70	84	434	62	204
	%	%	%	%	%	%	%
I'm not interested in using it	39	27	59	47	38	26	43
I don't know anything about it	23	32	31	23	22	30	21
I cannot afford to buy the equipment	23	33	16	25	24	25	22
I do not know how to use it	19	26	21	18	19	15	16
It is too expensive to use	18	27	13	19	18	21	15
I'm too old to start to use it	16	12	23	14	17	13	16
I do not know how to get started	16	13	21	23	16	17	11
I can do my work without it	14	10	11	16	15	6	15
I haven't got the time to use it	11	15	8	15	11	9	13
It sounds far too complicated for me	11	11	16	12	13	6	12
I'd be scared to use it	5	3	10	5	7	-	3

---

The table shows that CEHUs are most likely to say that they are not interested in using the Internet (59%) and that they are too old to start (23%). Around 30% of CEGHs, CEHUs and PPMAs say that they don't know anything about the Internet, compared to an average across the groups of 23%. CEGHs are the most likely to say that they do not know how to use the Internet (26%), that it is too expensive to use (27%) and too expensive to buy the equipment (33%). CEGHs are also the most likely to cite cost issues as a barrier to increased ownership of computers.

## **7.4 Incentives to use the Internet**

### **7.4.1 Standard Demographic Analyses**

All non-users were asked (with prompting) what, if anything, might encourage them to use the Internet in the future if they knew how to access it. 45% say that nothing will encourage them. Those aged 55 and older (64%) are more resistant than younger respondents: 20% of those aged 16-34 say "nothing".

As is the case with incentives to use computers, the main incentives are cost related free/ cheaper access (19%), cheaper prices for items (12%) and free/ cheap lessons (10%). All these are more likely to be mentioned by the younger non-users than by older non-users.

E-mail to communicate quickly and cheaply with others is mentioned by 12% (22% of non-users aged 16-24).

Of those with children, 30% say that they would be encouraged to use it if they needed it for their children / school work. This is their second most frequent answer after free/ cheap access (32%). They also focus on information for studying (19%), to understand what my children are doing (19%) and information for school / college (18%).

There is very little difference by social grade. The DEs are the least likely to mention e-mail (9%) or to obtain up to the minute weather or travel information (7%).

The 35% who said that they did not use the Internet but that there were factors that might encourage them so to do were presented with a list of potential uses of the Internet and were asked which they might use the Internet for.

These are summarised in Table 21. This includes all those items mentioned by 20% or more of the respondents.

---

**Table 21**  
**POTENTIAL USES OF THE INTERNET (PROMPTED)**

	<b>Total</b>	<b>Age</b>			<b>Social grade</b>	
		<b>16-34</b>	<b>35-54</b>	<b>55+</b>	<b>ABC1</b>	<b>C2DE</b>
Base: All non-users who might be encouraged	1458	462	544	452	438	1020
	%	%	%	%	%	%
To send or receive e-mails	34	36	37	30	41	31
Information for study / learning	25	32	29	14	26	25
Help for child's school / college work	25	35	33	5	23	26
Shopping / ordering goods / services	23	25	27	18	27	21
Weather / travel information	22	15	24	26	26	19
Information for work	21	28	27	7	25	19

---

The main perceived uses of the Internet for non-users are similar to those uses mentioned by current users.

The younger non-users are more interested than older non-users in using the Internet for study and learning. Those aged 16-24 are more likely than others to mention looking for jobs / work (36% compared to 16% of others), playing or downloading games (23% v 11 % of others) and chat rooms (20% v 4% of others).

C2DEs are less likely than ABC1s to mention specific uses: sending or receiving e-mails (31% v 41%), shopping / ordering goods and services (21% v 27%), weather / travel information (19% v 26%) and looking for work (19% v 25%).

#### **7.4.2 ACORN Group Analysis**

CEGHs are the least resistant group to using the Internet; 31% of non-users say that nothing will encourage them to use the Internet. This is significantly less than the average of 45% of all non-users saying “nothing”. CEHUs (53%) are the most resistant.

The percentage of people mentioning cost related incentives varies by ACORN group. WCBMs and CEGHs are more likely to mention cost related incentives: 27% of WCBMs mention free / cheaper access and 14% say free / cheap lessons would encourage them to use the Internet. This compares with 24% and 14% among CEGHs and total figures of 19% and 10% respectively.

CEGHs are more likely to quote incentives related to children than are other groups. 18% of CEGHs say that they would use the Internet if they needed it for their children’s school work, and 17% say “to understand what my children are doing”. The total figures for these are 10% and 7%. They are also more likely to quote incentives related to their own studying or work than are other groups: 18% of CEGHs mention information for studying / learning and 14% information for work.

Potential uses for the Internet mentioned by non-users who may be encouraged to use it show some differences between ACORN groups. Sending or receiving emails is mentioned frequently relative to the other potential uses and particularly by PPMAAs (46%). The PPMAAs generally see a wider range of uses such as obtaining weather/ travel information (33%), information for study/ learning (30%) and information about health (28%), shopping (26%) and finding out about goods/ services (25%).

AEFAs are more work or study oriented than other ACORN groups:

- 44% mention information for study/ learning (compared with 25% of all non-users who might be encouraged)
- 39% mention information for work (compared with 21%)
- 32% mention information for schoolwork / college work (compared with 19%)

CEGHs see the main potential of the Internet as helping their child's school or college work (39%), but a low frequency for many of the other potential uses including:

- 9% information about your health (compared with 19% of all non-users who might be encouraged)
- 11% information for study/ learning (compared with 25%)
- 12% weather/ travel information (compared with 22%)
- 6% local, national or international news (compared with 15%).

## **8 SUMMARY OF ACORN GROUPS: USAGE OF AND ATTITUDES TO ICT MEDIA**

### **8.1 Council Estate Residents, Greatest Hardship (CEGHs)**

CEGHs are typically lone parents, with high unemployment. Ownership and use of ICT media is low, with the exception of the mobile phone. ICT media are seen as not particularly relevant to their current position and unavailable due to cost. However, CEGHs are aware that ICT skills will become more necessary in many aspects of life, particularly for their children. Non-users in this group are more likely than average to be interested in using computers or gaining access to the Internet. They are also more likely than other groups to cite the benefits to their children. However, perceived cost and lack of access are quoted as barriers.

### **8.2 Council Estate Residents, High Unemployment (CEHUs)**

CEHUs are, on the whole, elderly or single people, few of whom are employed. Ownership of ICT media is lower than amongst CEGHs, and resistance towards such media is high. ICT is seen as not being relevant to them now or in the future, and they are not as interested in acquiring ICT skills or owning ICT media as other groups. Among non-users, about a fifth are interested in using computers, but they perceive cost as a barrier. Take up of ICT is likely to be slow among this group through lack of desire, as well as lack of financial resources.



### **8.3 White Collar Workers, Better-Off Multi-Ethnic Areas (WCBMs)**

WCBMs are defined as young families and white-collar workers in home owning multi-ethnic areas. Typically, they feel that ICT does not play much of a role in their lives at the moment, although they seem aware of changes in the job market relating to ICT. Ownership and use of ICT media is below average; aspiration towards ownership and use is above average. Among ICT users, use for college work or information for study/ learning is higher than average. Cost is still seen as the major barrier to use of ICT.

### **8.4 New Home Owners, Mature Communities (NHMCs)**

Use and ownership of ICT media among NHMCs is comparable to that among CEGHs and CEHUs. The level of interest in acquiring relevant skills and making use of such media is low; cost is seen as an overwhelming factor.

### **8.5 Prosperous Professionals, Metropolitan Areas (PPMAs)**

PPMAs are young professional singles and couples in apartments or gentrified multi-ethnic areas. Levels of ownership of ICT media are much higher than in the previous groups, and PPMAs seem more aware of the impact of ICT on society. Much of their use and awareness of ICT is related to their work, but a surprising number of PPMAs do not know 'where to start' with ICT. Cost is a far less influential factor than in other groups, and is replaced by lack of knowledge or information.

### **8.6 Affluent Executives, Family Areas (AEFAs)**

These are affluent working families or couples with mortgages. Ownership of ICT media is high, and use is similarly high, both in the home and at work. Age becomes a factor, though, as the number of AEFAs feeling that ICT is not necessary for them or that they are too old to start using it is surprisingly high.



## **9 APPENDIX A – ICT OMNIBUS QUESTIONNAIRE**

### **2035 – ICT QUESTIONNAIRE**

SHOW SCREEN - MULTI CHOICE

Q.1 Which, if any, of these have you heard of?

01: PC\PERSONAL COMPUTER

02: CD ROM

03: INTERNET

04: MOBILE PHONE

05: WAP PHONE

06: INTERNET ACCESS VIA WAP PHONE

07: NONE OF THESE

(DK)

SHOW SCREEN - MULTI CHOICE

Q.2a And which, if any, have you ever used?

(List as Q.1)

(Ask Q.2b if any code 01-06 at Q.2a. Others to Q.3a)

SHOW SCREEN - MULTI CHOICE

Q.2b And which, if any, do you use nowadays?

(List items coded at Q.2a)

SHOW SCREEN - MULTI CHOICE

Q.3a And which, if any, do you have in your home?

(List as Q.1)

(If 01 coded at Q.3a go to Q.3b. Others see Q.4)

SHOW SCREEN - MULTI CHOICE

Q.3b What type of computer do you have in your home?

01: WINDOWS BASED COMPUTER \ IBM

02: APPLE MAC \ I MAC

03: OTHER (specify)

(DK)

IF 01 CODED AT Q.2b GO TO Q.4. OTHERS GO TO INSTRUCTION AT Q.9

SHOW SCREEN

Q.4 About how often do you use a computer nowadays? Please include your usage of a computer at home, work or elsewhere. Do not include any time spent just playing games.

01: DAILY

02: AT LEAST ONCE A WEEK

03: AT LEAST ONCE A MONTH

04: LESS THAN ONCE A MONTH

05: DO NOT USE NOWADAYS

dk

(If 01 or 02 at Q.4 go to Q.5. Others to Q.6)

Q.5 Thinking about the last seven days, in total how many hours have you spent using a computer, excluding time spent just playing games?

TYPE IN NUMBER OF HOURS

(2 digit box range 00-99) hours

(DK)

SHOW SCREEN - MULTI CHOICE

Q.6 In which of the following places do you use a computer nowadays?

01: HOME

02: WORK

03: SCHOOL

04: COLLEGE\UNIVERSITY\OTHER EDUCATIONAL\TRAINING  
INSTITUTION

05: GOVERNMENT OFFICE

06: ANOTHER PERSON'S HOME

07: PUBLIC LIBRARY

08: AN INTERNET CAFE\SHOP

09: COMMUNITY OR VOLUNTARY ORGANISATION

10: SOMEWHERE ELSE (specify)

N

DK

SHOW SCREEN - MULTICHOICE

Q.7 Which of these do you use a computer for?

01: WORK

02: E-MAIL

03: INTERNET (including chat rooms, world wide web, research via the  
Internet)

04: PRODUCING NEWSLETTERS\POSTERS

05: HELPING CHILDREN WITH HOMEWORK

06: HELPING CHILDREN'S GENERAL KNOWLEDGE\LEARNING

07: HELPING CHILDREN DEVELOP COMPUTER SKILLS

08: DEVELOPING YOUR OWN COMPUTER SKILLS

09: USING ELECTRONIC (CD,DVD) REFERENCE MATERIALS (e.g.  
dictionaries,  
encyclopaedias, training guides)

10: AS A TELEVISION

11: HOUSEHOLD FINANCES

12: TYPING LETTERS\MAKING CARDS

13: HOMEWORK\COLLEGE WORK

14: PLAYING GAMES

15: USING DVDs\WATCHING MOVIES

16: OTHER (specify)

(N)

(DK)

SHOW SCREEN - MULTI CHOICE

Q.8 What sorts of things stop you using a computer more often?

01: PRICE OF EQUIPMENT

02: NEED TO IMPROVE SKILLS\KEYBOARD SKILLS

03: LACK OF TIME

04: LACK OF INTEREST

05: QUALITY OF SOFTWARE

06: DO NOT OWN A COMPUTER

07: SHARE COMPUTER WITH SOMEONE ELSE

08: OTHER (specify)

(N)

(DK)

IF (03 OR 06 AT Q.2b) or (03 at Q.7) GO TO Q.9 OTHERS GO TO  
INSTRUCTION AT Q.14

SHOW SCREEN MULTI CHOICE

Q.9 And how do you usually access the Internet?

01: THROUGH A COMPUTER

02: THROUGH DIGITAL TELEVISION

03: THROUGH A MOBILE \ WAP PHONE

04: THROUGH A GAMES CONSOLE

05: OTHER (specify)

(DK)

SHOW SCREEN

Q.10a About how often do you use the Internet nowadays?

01: DAILY

02: AT LEAST ONCE A WEEK

03: AT LEAST ONCE A MONTH

04: LESS THAN ONCE A MONTH

(DK)

(If 01 or 02 coded at Q.10a go to Q.10b. Others to Q.11)

Q.10b Thinking about the last seven days, in total how many hours have you spent accessing the Internet?

TYPE IN NUMBER OF HOURS

(2 digit box range 00-99) hours

(DK)

SHOW SCREEN

Q.11 Where do you use the Internet most often nowadays?

(list as Q.6)

SHOW SCREEN MULTICHOICE

Q.12 Which of these have you ever used the Internet for?

01: INFORMATION FOR WORK

02: INFORMATION FOR SCHOOL\COLLEGE\WORK

03: INFORMATION FOR STUDY\LEARNING

04: HELP FOR YOUR CHILD'S WORK AT SCHOOL\COLLEGE\UNIVERSITY

05: INFORMATION ABOUT YOUR HEALTH

06: SHOPPING\ORDERING GOODS\TICKETS\SERVICES

07: FINDING OUT ABOUT GOODS\SERVICES

- 08: TO SEND OR RECEIVE E-MAILS
- 09: PLAYING\DOWNLOADING GAMES
- 10: LOCAL, NATIONAL OR INTERNATIONAL NEWS
- 11: WEATHER\TRAVEL INFORMATION
- 12: CHAT ROOMS\ICQ\IRC\USENET
- 13: LOOKING FOR JOBS\WORK
- 14: USING OR ACCESSING GOVERNMENT\OFFICIAL SERVICES
- 15: PERSONAL BANKING, FINANCIAL AND INVESTMENT ACTIVITIES
- 16: LISTENING TO\DOWNLOADING MUSIC\MP3s
- 17: OTHER (specify)
- (DK)

SHOW SCREEN - MULTI CHOICE

Q.13 What sorts of things get in the way of your using the Internet more often?

- 01: COST OF TELEPHONE CALLS
- 02: PRICE OF EQUIPMENT
- 03: NEED TO IMPROVE SURFING SKILLS
- 04: LACK OF TIME
- 05: LACK OF INTEREST
- 06: QUALITY OF SOFTWARE
- 07: SPEED OF CONNECTION\COMPUTER IS TOO SLOW
- 08: LIMITED\NO ACCESS AT WORK
- 09: DO NOT OWN A COMPUTER
- 10: OTHER (PLEASE SPECIFY)
- (N)
- (DK)

(IF 01 NOT CODED AT Q.2b GO TO Q.14 OTHERS GO TO INSTRUCTION AT Q.18)

SHOW SCREEN

Q.14 Thinking about the future, how interested are you in using a computer?



01: VERY INTERESTED  
02: FAIRLY INTERESTED  
03: NOT VERY INTERESTED  
04: NOT AT ALL INTERESTED  
(DK)

IF 01 OR 02 CODED AT Q.14 GO TO Q.15a, IF 03 OR 04 CODED AT Q.14 GO TO Q.15b, IF DK CODED AT Q.14 GO TO Q.16

DO NOT SHOW SCREEN FOR NEXT QUESTION

MULTICHOICE

Q.15a What are the main reasons you are not using a computer at the moment? PROBE: What other reasons?

01: COST\CANNOT AFFORD IT  
02: DO NOT HAVE ACCESS TO A COMPUTER (ANY MORE)  
03: NOT COMPUTER LITERATE\DON'T KNOW HOW TO USE ONE  
04: NO NEED FOR A COMPUTER  
05: NO TIME\TOO BUSY  
06: SOMEONE ELSE IN THE HOUSEHOLD USES IT  
07: NOT GOT AROUND TO IT  
08: OTHER (specify)  
(DK)

GO TO Q.16

DO NOT SHOW SCREEN FOR NEXT QUESTION

MULTICHOICE

Q.15b Why is that? PROBE: What if anything puts you off the idea of using a computer?

01: TOO OLD

02: NOT INTERESTED\DOESN'T APPEAL  
03: DO NOT NEED TO USE A COMPUTER  
04: CANNOT AFFORD IT  
05: NO TIME\TOO BUSY  
06: OTHER (specify)  
(DK)  
(N)

#### SHOW SCREEN - MULTI CHOICE

Q.16 Here is a list of reasons other people have given for not using a computer. Please tell me which, if any, of the reasons apply to you.  
PROBE: Any others?

01: I DON'T KNOW ANYTHING ABOUT COMPUTERS  
02: I CANNOT AFFORD TO BUY A COMPUTER  
03: I DO NOT KNOW HOW TO USE ONE  
04: I HAVEN'T GOT THE TIME TO USE ONE  
05: I'M NOT INTERESTED IN COMPUTERS  
06: I CAN DO MY WORK WITHOUT ONE  
07: I HAVE NO NEED TO USE A COMPUTER  
08: I'M TOO OLD TO START TO USE ONE  
09: COMPUTERS ARE FAR TOO COMPLICATED FOR ME  
10: I'D BE SCARED TO USE A COMPUTER  
11: I DO NOT KNOW HOW TO GET STARTED  
(N)  
(DK)

DO NOT SHOW SCREEN FOR NEXT QUESTION

MULTI-CHOICE (codes 01-09)

Q.17 And what, if anything, might encourage you to use a computer in the future?

01: FREE\CHEAPER MACHINES\SOFTWARE  
02: FREE\CHEAP LESSONS

- 03: WILL HAVE TO USE FOR WORK
- 04: WILL NEED ONE FOR CHILDREN\SCHOOL WORK
- 05: MORE SPARE TIME TO SPEND ON IT
- 06: MAKE THEM EASIER TO USE
- 07: MAKE THEM MORE WIDELY AVAILABLE
- 08: TO UNDERSTAND WHAT MY CHILDREN ARE DOING ON THE COMPUTER
- 09: OTHER (specify)
- 10: NOTHING
- (DK)

(If (03 and 06 NOT CODED AT Q.2b) and (03 not coded at Q.7)  
GO TO Q.18, OTHERS GO TO INSTRUCTION ABOVE Q.22

SHOW SCREEN

Q.18 Thinking about the future, how interested are you in using the Internet?

- 01: VERY INTERESTED
- 02: FAIRLY INTERESTED
- 03: NOT VERY INTERESTED
- 04: NOT AT ALL INTERESTED
- DK

(IF 01 OR 02 CODED AT Q.18 GO TO Q.19a, IF 03 OR 04 CODED AT Q.18 GO TO 19b, IF DK CODED AT Q.18 GO TO Q.20)

DO NOT SHOW SCREEN FOR NEXT QUESTION

MULTICHOICE

Q.19a What are the main reasons you are not using the Internet at the moment? PROBE: What other reasons?

- 01: NO COMPUTER
- 02: COST\CANNOT AFFORD IT

03: DO NOT HAVE ACCESS TO THE INTERNET\NOT CONNECTED

04: NO TIME\TOO BUSY

05: DON'T KNOW HOW TO USE THE INTERNET

06: COMPUTER NEEDS UPGRADING\TOO SLOW

07: OTHER (specify)

(DK)

GO TO Q.20

DO NOT SHOW SCREEN FOR NEXT QUESTION

MULTICHOICE

Q.19b Why is that? PROBE: What if anything puts you off the idea of using the Internet?

01: NOT INTERESTED\DOESN'T APPEAL

02: TOO OLD

03: DO NOT NEED TO USE THE INTERNET

04: TOO COMPLICATED\DON'T KNOW HOW TO USE THE INTERNET

05: COST\CANNOT AFFORD IT

06: DON'T HAVE A COMPUTER\NECESSARY EQUIPMENT

07: WORRIED ABOUT CONTENT\UNSUITABLE SITES

08: OTHER (specify)

(DK)

(N)

SHOW SCREEN - MULTI CHOICE

Q.20 Here is list of reasons other people have given for not using the Internet. Please tell me which, if any, of the reasons apply to you. PROBE: Any others?

01: I DO NOT KNOW ANYTHING ABOUT IT

02: I CANNOT AFFORD TO BUY THE EQUIPMENT

03: IT IS TOO EXPENSIVE TO USE

04: I DO NOT KNOW HOW TO USE IT

- 05: I HAVEN'T GOT THE TIME TO USE IT
- 06: I'M NOT INTERESTED IN USING IT
- 07: I CAN DO MY WORK WITHOUT IT
- 08: I'M TOO OLD TO START TO USE IT
- 09: IT SOUNDS FAR TOO COMPLICATED FOR ME
- 10: I'D BE SCARED TO USE IT
- 11: I DO NOT KNOW HOW TO GET STARTED
- (N)
- (DK)

SHOW SCREEN - MULTI CHOICE (codes 01-21)

Q.21a If you knew how to access them, which of these would encourage you to use the Internet?

- 01: FREE\CHEAPER ACCESS
- 02: FREE\CHEAP LESSONS
- 03: IF I NEEDED TO USE IT FOR WORK
- 04: IF I NEEDED IT FOR CHILDREN\SCHOOL WORK
- 05: MORE SPARE TIME TO SPEND ON IT
- 06: IF IT WAS EASIER TO USE
- 07: IF IT WAS MORE WIDELY AVAILABLE
- 08: TO UNDERSTAND WHAT MY CHILDREN ARE DOING ON THE COMPUTER
- 09: CHEAPER PRICES FOR ITEMS LIKE BOOKS OR RECORDS OR TRAVEL
- 10: INFORMATION FOR WORK
- 11: INFORMATION FOR SCHOOL\COLLEGE
- 12: INFORMATION FOR STUDYING\LEARNING
- 13: INFORMATION ABOUT YOUR HEALTH
- 14: INFORMATION ABOUT YOUR FAMILY TREE
- 15: INFORMATION ABOUT YOUR NEIGHBOURHOOD
- 16: INFORMATION ABOUT YOUR FAVOURITE FOOTBALL OR OTHER SPORTING TEAM
- 17: E-MAIL TO COMMUNICATE QUICKLY AND CHEAPLY WITH OTHERS
- 18: COMPUTER GAMES
- 19: UP TO THE MINUTE NEWS
- 20: UP TO THE MINUTE WEATHER\TRAVEL INFORMATION

21: OTHER (specify)

22: NOT INTERESTED IN ANY OF THESE

(DK)

ASK Q21b IF CODE 22 NOT CODED AT Q.21a. OTHERS TO Q.22

SHOW SCREEN MULTICHOICE

Q.21b And what might you use the Internet for?

(list as Q.12)

ASK ALL

SHOW SCREEN

Q.22 Which of the following best sums up your own computer skills?

01: NON EXISTENT

02: BEGINNER LEVEL

03: INTERMEDIATE LEVEL

04: ADVANCED LEVEL

05: EXPERT

(DK)

Q.23 Please tell me whether in your opinion the following are true or false....

...Computer skills are essential to my work now

...Computer skills will be essential to getting on in my job\getting a new job

01: TRUE

02: FALSE

(N/A)

(dk)

SHOW SCREEN

Q.24 And please tell me, how important do you think it is to be able to use computers for life in general?

01: VERY IMPORTANT

02: FAIRLY IMPORTANT

03: NOT VERY IMPORTANT

04: NOT AT ALL IMPORTANT

(DK)

Q.25a Do you personally have any children under the age of 16?

01: YES

02: NO

DK

(IF 01 CODED AT Q.25a GO TO Q.25b, OTHERS GO TO 26)

Q.25b Please tell me whether in your opinion the following are true or false....

...Computer skills are essential to my children's work now

...Computer skills will be essential to my children's work in the future

01: TRUE

02: FALSE

dk

SHOW SCREEN - MULTICHOICE (do not invert)

Q.26 Which of these benefits, credits or allowances, if any, do you or your partner currently receive?

INCOME RELATED BENEFITS

- 01: INCOME SUPPORT
- 02: HOUSING BENEFIT
- 03: COUNCIL TAX BENEFIT

UNEMPLOYED BENEFITS

- 04: JOB SEEKER'S ALLOWANCE (was Unemployment Benefit)

ILL\DISABLED\CARERS BENEFITS\ALLOWANCES

- 05: INCAPACITY BENEFIT
- 06: SEVERE DISABLEMENT ALLOWANCE
- 07: ATTENDANCE ALLOWANCE
- 08: DISABILITY LIVING ALLOWANCE
- 09: DISABILITY WORKING ALLOWANCE
- 10: INVALID CARE ALLOWANCE

OTHER BENEFITS\ALLOWANCES

- 11: WORKING FAMILY TAX CREDIT
- 12: WIDOW'S BENEFIT

- 13: NONE OF THESE

(dk)

(R)

SHOW SCREEN - MULTICHOICE (codes 01-18) (do not invert)

Q.27a And can I just check, who else lives here with you?

- 01: HUSBAND\WIFE\PARTNER\BOYFRIEND\GIRLFRIEND
- 02: SON\DAUGHTER
- 03: STEPSON\STEPDAUGHTER\CHILD OF PARTNER
- 04: FOSTER CHILD
- 05: SON-IN-LAW\DAUGHTER-IN-LAW
- 06: PARENT
- 07: STEP-PARENT



- 08: FOSTER PARENT
- 09: PARENT-IN-LAW
- 10: BROTHER\SISTER (including adopted)
- 11: STEP-BROTHER\STEP-SISTER
- 12: FOSTER BROTHER\SISTER
- 13: BROTHER\SISTER-IN-LAW
- 14: GRANDCHILD
- 15: GRANDPARENT
- 16: EX HUSBAND\EX WIFE\EX PARTNER
- 17: OTHER RELATIVE
- 18: OTHER NON-RELATIVE
- 19: NO-ONE
- (R)
- (DK)

(Ask Q.27b if coded 02 or 03 or 04 and NOT code 01 at Q.27a)

Q.27b Can I just check, are any of the children you have mentioned aged under 16?

- 01: YES
- 02: NO
- (DK)

SHOW SCREEN (do not invert)

Q.28 Which of these descriptions best describes you?

- 01: WHITE
- 02: BLACK CARIBBEAN
- 03: BLACK AFRICAN
- 04: BLACK OTHER
- 05: INDIAN
- 06: PAKISTANI
- 07: BANGLADESHI
- 08: CHINESE
- 09: OTHER ASIAN

10: OTHER

(DK)

(R)

Q.29 Do you have any health problems or disabilities that you expect will last for more than a year?

01: YES

02: NO

(dk)

(If 01 at Q.29 go to Q.30. Others to Q.32)

Q.30 Does the health problem affect the kind or amount of paid work you might do?

01: YES

02: NO

(dk)

(If 01 at Q.30 go to Q.31. Others to Q.32)

Q.31 Do these health problems or disabilities, when taken singly or together, substantially limit your ability to carry out normal day to day activities? If you are receiving medication or treatment, please consider what the situation would be without the medication or treatment.

01: YES

02: NO

(DK)

SHOW SCREEN - MULTICHOICE (codes 01-05)

Q.32 Please tell me which of these, if any, apply to you.

01: I HAVE A DISABILITY THAT WOULD AFFECT MY USE OF A  
COMPUTER

02: I HAVE POOR EYESIGHT THAT WOULD MAKE IT DIFFICULT TO USE A  
COMPUTER

03: I HAVE DIFFICULTY WITH READING\WRITING \MATHS

04: I LIVE IN A DISADVANTAGED RURAL AREA

05: I LIVE IN A HIGH CRIME AREA

06: NONE OF THESE APPLY TO ME

(DK)

(R)

## 10 APPENDIX B ACORN GROUPS LISTING

### CACI ACORN PROFILE OF GREAT BRITAIN

*CACI's ACORN classification profiles customers in a trading area or on a database into 6 Categories, 17 Groups and 54 Types (plus 1 unclassified), so that marketers can understand more about their likely consumer characteristics. The table below shows the ACORN profile of CACI's 1998 population projections for Great Britain.*

ACORN Types		Population 1999 %		ACORN Groups	
ACORN Category A: THRIVING		19.9			
1.1	Wealthy suburbs, large detached houses	2.6	15.2	Wealthy Achievers,	1
1.2	Villages with wealthy commuters	3.2		Suburban Areas	
1.3	Mature affluent home owning areas	2.7			
1.4	Affluent suburbs, older families	3.7			
1.5	Mature, well-off suburbs	3.0			
2.6	Agricultural villages, home based workers	1.6	2.3	Affluent Greys,	2
2.7	Holiday retreats, older people, home based workers	0.7		Rural Communities	
3.8	Home owning areas, well-off older residents	1.4	2.4	Prosperous Pensioners,	3
3.9	Private flats, elderly people	0.9		Retirement Areas	
ACORN Category B: EXPANDING		11.6			
4.10	Affluent working families with mortgages	2.1	3.7	Affluent Executives,	4
4.11	Affluent working couples with mortgages, new homes	1.3		Family Areas	
4.12	Transient workforces, living at their place of work	0.3			
5.13	Home owning family areas	2.6	7.8	Well-Off Workers,	5
5.14	Home owning family areas, older children	3.0		Family Areas	
5.15	Families with mortgages, younger children	2.2			

ACORN Category C: RISING		7.8		
6.16	Well-off town & city areas	1.1	2.3	Affluent Urbanites, 6
6.17	Flats & mortgages, singles & young working couples	0.7		Town & City Areas
6.18	Furnished flats & bedsits, younger single people	0.4		
7.19	Apartments, young professional singles & couples	1.1	2.1	Prosperous Professionals, 7
7.20	Gentrified multi-ethnic areas	1.0		Metropolitan Areas
8.21	Prosperous enclaves, highly qualified executives	0.7	3.4	Better-Off Executives, 8
8.22	Academic centres, students & young professionals	0.6		Inner City Areas
8.23	Affluent city centre areas, tenements & flats	0.4		
8.24	Partially gentrified multi-ethnic areas	0.7		
8.25	Converted flats & bedsits, single people	0.9		
ACORN Category D: SETTLING		24.0		
9.26	Mature established home owning areas	3.3	13.5	Comfortable Middle Agers 9
9.27	Rural areas, mixed occupations	3.5		Mature Home owning
9.28	Established home owning areas	4.0		Areas
9.29	Home owning areas, council tenants, retired people	2.7		
10.30	Established home owning areas, skilled workers	4.5	10.6	Skilled Workers, 10
10.31	Home owners in older properties, younger workers	3.0		Home Owning Areas
10.32	Home owning areas with skilled workers	3.1		
ACORN Category E: ASPIRING		13.7		
11.33	Council areas, some new home owners	3.8	9.7	New Home Owners, 11
11.34	Mature home owning areas, skilled workers	3.1		Mature Communities
11.35	Low rise estates, older workers, new home owners	2.8		
12.36	Home owning multi-ethnic areas, young families	1.1		
12.37	Multi-occupied town centres, mixed occupations	1.8	4.0	White Collar Workers, 12
12.38	Multi-ethnic areas, white collar workers	1.1		Better-Off Multi-Ethnic Areas
ACORN Category F: STRIVING		22.6		

13.39	Home owners, small council flats, single pensioners	1.9	3.6	Older People, Less	13
13.40	Council areas, older people, health problems	1.7		Prosperous Areas	
14.41	Better-off council areas, new home owners	2.4	11.5	Council Estate Residents,	14
14.42	Council areas, young families, some new home owners	3.0		Better-Off Homes	
14.43	Council areas, young families, many lone parents	1.6			
14.44	Multi-occupied terraces, multi-ethnic areas	0.8			
14.45	Low rise council housing, less well-off families	1.8			
14.46	Council areas, residents with health problems	1.9			
15.47	Estates with high unemployment	1.1	2.7	Council Estate Residents,	15
15.48	Council flats, elderly people, health problems	0.7		High Unemployment	
15.49	Council flats, very high unemployment, singles	0.9			
16.50	Council areas, high unemployment, lone parents	1.8	2.7	Council Estate Residents,	16
16.51	Council flats, greatest hardship many lone parents	0.9		Greatest Hardship	
17.52	Multi-ethnic, large families, overcrowding	0.6	2.2	People In Multi-Ethnic,	17
17.53	Multi-ethnic, severe unemployment, lone parents	1.0		Low-Income Areas	
17.54	Multi-ethnic, high unemployment, overcrowding	0.5			
	Unclassified	0.5			

## 11 APPENDIX C SAMPLE PROFILE

**Table 22**

### ACORN GROUPS - PROFILE

	Total	CEGH	CEHU	WCBM	NHMC	PPMA	AEFA
Base: all respondents	4039	119	82	145	579	122	138
	%	%	%	%	%	%	%
<b>Age</b>							
16- 24	13	19	11	16	12	16	10
25- 34	17	16	16	19	14	21	15
35- 44	19	29	16	17	18	15	34
45 -54	15	18	12	18	16	14	17
55+	35	17	45	31	39	34	23
<b>Social Class</b>							
AB	17	5	6	21	8	35	34
C1	29	15	15	34	22	35	33
C2	23	14	25	15	27	10	22
DE	32	66	54	30	43	20	11
<b>No. in household</b>							
1	18	15	32	19	23	24	12
2	33	27	30	34	33	35	30
3	19	17	21	17	18	21	22
4	18	14	12	16	17	12	23
5+	12	27	5	14	9	8	14
<b>Working Status</b>							
Full time	38	34	25	36	35	39	52
Part time (8- 29 hrs)	12	9	8	12	12	13	13
Part time (< 8 hrs)	1	-	1	1	1	-	-
Retired	26	12	41	23	33	27	17
Still at school	1	-	2	1	1	2	-
Full time higher education	4	7	2	7	4	8	4
Unemployed (seeking)	4	8	5	8	4	2	2
Unemployed (not seeking)	13	29	17	13	12	11	12
Male chief income earner	37	33	37	28	36	33	37
Female chief income earner	24	32	28	31	25	35	17